

Business plan evaluation criteria

<i>Criterion</i>	<i>20 points</i>	<i>10 points</i>	<i>Score</i>	<i>Max</i>
Business plan quality	<i>Business plan is clearly formulated, solid and convincing overview of the business endeavour.</i>	<i>Business plan is not sufficiently convincing, but shows potential for development of business idea.</i>		20
	<i>Business plan includes all required titles and analytical contents for each of the key aspects of business idea development.</i>	<i>Business plan does not include all key titles or if it does, analytical overview of content is not adequate.</i>		20
	<i>Products/services which will be sold are clearly defined as is the market need</i>	<i>Description of product/service to be sold is not sufficiently clear. Market needs are unclear.</i>		20
Team	<i>The team working on business plan implementation has the required qualifications.</i>	<i>There is a risk that business plan implementation team does not have the required qualifications.</i>		20
	<i>There is a clear division of roles within the team, which team member will work on which part of business plan implementation.</i>	<i>Roles within the team are not defined clearly enough.</i>		20
Marketing	<i>Competitors are clearly identified and market positioning strategy is adequately formulated (market segmentation).</i>	<i>Competitors are not clear enough, and thus, the strategy indicates flaws.</i>		20
	<i>Product/service buyers are clearly defined in the business plan.</i>	<i>The buyers are not elaborated clearly enough.</i>		20
	<i>Marketing plan and description of how product/service will be sold are convincing and expected sale of product/service is realistic (sales volume)?</i>	<i>Expected sales of the product/service is not described clearly enough; unrealistic compared to market</i>		20

		<i>needs; marketing plan indicates flows.</i>		
Financial planning	<i>Sustainability assessment is clearly substantiated and there is a realistic basis for business endeavour to roll out as expected.</i>	<i>Sustainability assessment contains significant risks and there is doubt the business endeavour could survive.</i>		20
	<i>Product prices are formulated based on clear parameters, research, and competitor's prices.</i>	<i>It is not clear whether the product prices have been set based on a research.</i>		20
	<i>Funds available through the support programme can have substantial impact on the success of the business plan.</i>	<i>Funds available through the support programme are not sufficient for business plan success.</i>		20
Other	Business endeavour has a potential to be implemented regionally.	Potential impact of the business endeavour to regional implementation is limited.		20
Total				